

Indiana State Fair and Fairgrounds Sponsorship Opportunities "Menu"

Over 2 million consumers visit the Indiana State Fairgrounds year-round.



Over 954,000 Consumers are expected at the 2015 Indiana State Fair ~ Indiana's largest multi-day event!



CONTACT:



"The Best State Fair Ever." - Noblesville Times



Over 2 million consumers visit the Indiana State Fairgrounds year-round! Sponsors can create year-round turn-key promotions as turn-key onsite promotions or digital media promotions.

2014 Indiana State Fair Snapshot

Fair Attendance: 954,885

Fairgrounds Attendance: 2 million-plus

Average Age: 46.5

Average Income: \$66,261

Average Length of Stay: 4.39 hours
Average Spend per Group: \$78.96
Average Group Size at Exit: 4 people

THE NUMBERS. The Indiana State Fair is the largest multi-day event in Indiana!
THE VALUE. The Fair is the most cost-effective sales & marketing venue for Sponsors to reach consumers and gain exposure!

THE MEMORIES. The Indiana State Fair has been a Hoosier tradition for 159 years!









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INDIANA CRAFT BEER & WINE EXHIBITION



The 2015 Indiana State Fair will host the 2nd annual Indiana Craft Beer & Wine Exhibition inside the Grand Hall with over 50,000 craft beer and wine enthusiasts are expected to experience the 70-plus Indiana breweries and wineries.

This sponsor will also receive unique ad inclusion on the Bottoms Up Magnetic Beer Cups created to serve the Indiana craft beers! (See next page for info on unique beer cups.)







YEAR-ROUND MAGNETIC AD SPONSOR in 50,000-plus Beer Cups!

Approximately 50,000-plus Bottoms
Up magnetic beer cups are used
year-round at show promoter events
that serve beer from the Bottoms Up
system.

The magnetic ad sponsor will create memorable promotions to enhance its consumer message or create a retail "coupon" magnet!

The 2014 sponsor received extensive consumer-created social media promotion after the Fair!

Shane Co #yes #shaneco #marketin danni521rn, sarareed09, chelsie, wynne and 14 others like Follow michelyn711 weeks ago #yes #shaneco #marketingonpoint #beer #hockeygame III danni521rn, sarareed09, chelsie_wynne and 14 others like



FREE STAGE TITLE SPONSOR

Sponsor the main outdoor concert stage at the Indiana State Fair with daily concerts and free entertainment all 17 days!

Leverage the Indiana State Fair's promotional media package of over \$50,000 value to create four months of pre-Fair, onsite and post-Fair consumer incentive and branding promotions:

- Drive-to-website & drive-to-retail incentives
- On-site interactive promotions
- Artist meet-and-greets
- Branded VIP Seating Area
- Live Radio Remote





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LĬVE NATIO

RE-CHARGE LOUNGE OR PLAZA POWERED BY YOUR BRAND

Problem.





THE PROBLEM:

The 954,000-plus Indiana State Fair guests who are on-site at the 250-acre Fairgrounds for an average of 5 hours don't have access to service that will re-charge their wireless devices.

THE SOLUTION:

The Re-Charge Lounge or Plaza Powered by Your Brand!

New this year.... The Re-Charge Lounge or Plaza can be the ultimate spot for Indiana State Fair guests to recharge both themselves and their devices for free!

This free service has never been available at the Indiana State Fair ...but now is the time to have a Sponsor offer this much-needed free service at the Indiana State Fair!

THE ROI

This unique re-charge venue provided by the Indiana State Fair can charge up to 196 mobile devices.

Consumers love it!

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Solution!





Indiana State Fair App

INDIANA STATE FAIR.
FARMER

The Indiana State Fair App has been updated with a new mapping feature for a great user experience and will host the App sponsor's ad on every page.

The App sponsor 's banner ad will also have a direct link to the sponsor's designated site.

Available for both iOS and Android phones, the new App will be available to access year-round Fairgrounds and Fair info.

2014 Stats:

Users: 26,005 **Sessions:** 101,378

Avg. Session Duration: 1:26 Screens per session: 4.03 Device: % sessions
iOS 85.92%
Android 14.08%



FAMILY DINING PLAZA TITLE SPONSOR

Located in the center of the Indiana State Fair on Main Street next to the Dairy Bar, the Family Dining Plaza offers Fairgoers a place to sit, relax and enjoy the infamous Fair Foods!

Sponsor can brand picnic tables with Sponsor messages on vinyl table top covers provided by Sponsor.

Live Nation estimates more than 70% of the 951,000 Fair guests interacted with the Family Dining Plaza during the 2014 Indiana State Fair.

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"DAY" SPONSOR

THE INDIANA STATE FAIR HAS 17 DAYS...OWN ONE!

"Day" Sponsors have the opportunity to brand a "DAY" to maximize its marketing and consumer promotions efforts to 30,000 to 90,000-plus people on any day of the Fair!

Current Available "Day" sponsorship dates for the 2015 Indiana State Fair are:

Friday, August 7th - OPENING DAY!

Saturday, August 8th

Monday, August 10th – discount gate promotion

Tuesday, August 11th - \$2 Tuesday

Friday, August 14th

Sunday, August 16th

Tuesday, August 18th - \$2 Tuesday

Friday, August 21st

Saturday, August 22nd









\$2 TUESDAYS

What are \$2 Tuesdays?

- Consumers will be able to <u>SAVE \$10</u> per person...all THANKS to the sponsor!
- Indiana State Fair guests can also eat their way thru the Fair with \$2 vendor prices...many vendors stay open late to accommodate the large & hungry crowds!
- Consumers will be directed to visit the Sponsor's website (& retail locations if applicable) to get their Sponsor \$2 Tuesdays admission vouchers to show at the entrance gates on BOTH Tuesdays.
- The Sponsor will receive two (2) Live Radio Remotes at any of their locations July/August!

2014 Indiana State Fair Dates	2014 Indiana State Fair Attendance
Thursday, July 31 (pre-Fair Concert)	3,493
Friday, August 1	44,779
Saturday, August 2	78,369
Sunday, August 3	68,836
Monday, August 4	43,794
Tuesday, August 5 \$2 Tuesday	78,052
Wednesday, August 6	44,881 \$2 TUESDAYS
Thursday, August 7	\$2 TUESDY ARE TWO OF ARE TWO OF
Friday, August 8	: -115 1010
Saturday, August 9	46,869 HIGHLY ATTENDED
Sunday, August 10	
Monday, August 11 – Carload Day	67,613 DAYS OF FAIR152,0 FAIR152,0 last year
Tuesday, August 12 \$2 Tuesday	72,967
Wednesday, August 13	40,305
Thursday, August 14	38,781
Friday, August 15	56,227
Saturday, August 16	63,050
Sunday, August 17	61,723
TOTAL 2014 ATTENDANCE	954,885

SHUTTLES

Shuttles are the Indiana
State Fair's most popular
turn-key mobile promotion
that travel the Fair's 250
acres from 10:00 am to
11:00 pm all 17 days giving
thousands of people rides
around the Fairgrounds for
only \$1 per person.

Sponsors receive six 15-foot signs per sponsored shuttle and can create turn-key promotions implemented by the Fair's shuttle staff.







CONCERT EXIT PROMOTIONS

Nearly 25,000 people attended the 2014 Shane Co. Coliseum Concert Series.

Sponsors can create turn-key promotions for Fair guests as they exit a concert by distributing Sponsor coupons, promotional items at one or several concerts!

Provide 5,000-8,000 Sponsor promotional items as concert-goers exit the Coliseum for any of the five concerts Tuesday, August 11th – Saturday, August 15th.







KIDDIE LAND MIDWAY

Kiddie Land Midway offers families with young children their own special area to make great Indiana State Fair memories.

Kiddie Land Midway is highly visible from Fall Creek
Parkway – the most-traveled intersection in Indianapolis and offers more than a dozen different rides for small
children.

The Sponsor of the Kiddie Land Midway will be included in a minimum \$40,000 value of media promotions!



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LTVE DATION







FAMILY FUN PARK TITLE SPONSOR

One of the most-visited venues at the Fair is the interactive & popular FAMILY FUN PARK where the sponsor can reach the young family demographic.

Family entertainment area that includes something for everyone with fun & unique education experiences mixed in for kids ages 3 to 14.

Create an interactive area in Little Hands on the Farm presented by CollegeChoice529 to salute Indiana farmers as part of the "Year of the Farmer" celebration!











GROCERY STORE TITLE SPONSOR

In Little Hands on the Farm presented by CollegeChoice529 Direct Savings Plan

Where does the food in the grocery store come from?

This award-winning, interactive educational program teaches that exact lesson.

More than 25,000 kids ages 3 – 12 learn how to feed animals with grain, plant seeds, harvest their crop, sell their fruits and veggies and then use that money to buy a farm-produced food item from the Grocery Store. Sponsor can provide food products – and coupons – for both the kids and adults!









CHILDREN'S STAGE



After nearly 15 years, the Indiana State Fair welcomes back the "Children's Stage" in the Family Fun Park.

Many fun kids shows will take place with free daily shows on this stage including *Emmy Award winning* children's entertainer Farmer Jason and Truly Remarkable Loon!





XPOGO SHOW

Flying over 9 feet in the air on next-generation pogo sticks while doing remarkable tricks!

The Xpogo stunt team will flip its way into the Family Fun Park for three FREE shows daily.







K9 CREW DOG SHOW

INDIANA STATE FAIR.

FARMER

DOW DOW AGROSCIENCES

Who says you can't teach an old dog new tricks?

The dogs of the K9 Crew Dog Show have all kinds of tricks to show patrons during ten days of the Indiana State Fair!

Gaining national fame on "America's Got Talent," they now they take their tricks around the country to entertain fans.

Catch these canines from August 10th- August 14th AND August 17th- August 21st in Celebration Park.





KNIGHTS OF VALOUR SHOW

Be prepared to be entertained in a style worthy of Kings! Jousting is brought to life in the Hoosier Lottery Grandstand with the Knights of Valour.

Since 1997, this jousting team has been entertaining audiences throughout North America with exciting shows of chivalry, horsemanship, historical education and bravery.

Enjoy 2 days of Medieval fun on Thursday, August 13th and Friday, 14th.





WORLD'S TOUGHEST RODEO

Patrons of the Indiana State Fair will be stampeding to see the world's toughest cowboys and cowgirls ride into Hoosier Lottery Grandstand for two intense nights of rodeo action.

This event will give patrons the Western experience fans will never forget by showing the best of the best riding bulls, horses, and much more!

Giddy Up to Hoosier Lottery Grandstand on Monday, August 10th and Tuesday, August 11th!





GREAT AMERICAN WILD WEST SHOW

NDIANA STATE FAIR.
FARMER

Be prepared for a wild time in the Hoosier Lottery Grandstand as the Great American Wild West Show makes its way to the Indiana State Fair Sunday, August 16th and Monday, August 17th!

This FREE show will be all ages event is filled with music, history and exhilarating skits celebrating the American West.



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LIVESTOCK NURSERY

See a baby cow born almost everyday at the Indiana State Fair!

Now in its 16th year, the Livestock Nursery is an award-winning interactive, educational venue that attracts standing room-only crowds.

The Livestock Nursery sponsor will also be invited to have a representative compete in the Celebrity Milking Competition...to go up against the Fair Queen and other celebrities!









EASY RIDE 'EM PONY RIDES

Ride a pony at the Fair!

The Easy Ride 'Em Pony Rides have been an Indiana State Fair tradition for over 15 years and more than 20,000 kids saddle-up for a pony ride each year at the Indiana State Fair.

DNR FISHIN' POND & AMPHITHEATER

This 3,000 gallon pond holds 600 fish, creating a hugely popular, interactive catch and release program.

Young children participate in the catch and release program with the instruction of DNR Park Rangers.

More than 20,000 youth participate in this interactive and educational program each year.

Let's 90 Fishin!

The Indiana Department of Natural Resources
Woold Like to Fillers size for
Volunteers for Their Support

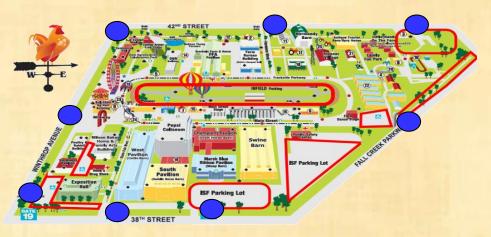


GATE RECEIPTS EXCLUSIVE AD SPONSOR



- The Indiana State Fair's electronic ticketing and receipts system at all eight (8) entrance gates (see blue dots on map) offers this Sponsor the opportunity to enhance its onsite presence by being the Exclusive Ad Sponsor on all gate receipts distributed all 17 days of the Fair.
- The Indiana State Fair estimates it will produce a minimum of 295,000 receipts during the 17 days.
- This Sponsor has the option to enhance their branding and sales efforts with the Electronic Gate Receipts Ad Fairgoers receive when they pay their ticket and/or parking fees at all onsite gates.





LIVESTOCK TRANSPOTATION & SIGNAGE



1) Livestock Gate 3 Entrance

Located on the high-traffic 38th Street, signage to read as: (Sponsor) Welcomes You to the Indiana State Fair! Good Luck with your Competition!

2) Livestock Staging Area

Located north of the Fairgrounds in the Deaf School venue. Signage could also read as: (Sponsor) Welcomes You to the Indiana State Fair! Good Luck with your Competition!

3) Livestock Shuttle

Two vans 24/7 travel the entire 250-acre Fairgrounds and surrounding parking lots. Sponsor can brand the Livestock Shuttle with messaging to promote the sponsor!





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All Goat

Exhibitors







FAIRGROUNDS SHUTTLES

INDIANA STATE FAIR.
FARMER

Our Applicances

AUGUST 7-23, 2015

Fun turn-key sponsorship that can enhance the Sponsor's year-round consumer marketing efforts!

The 3 Fairgrounds Shuttles are used yearround and during the Fair to transport many of the 2 million-plus people who visit the Fairgrounds.

Shuttles can be used as "mobile advertisements" with unique sponsor branding as a vehicle wrap.

The Fairgrounds Shuttles' sponsor can create turn-key promotions implemented by the shuttles staff to distribute promotional items and create drive-to-website/drive-to-retail promotions!





CONTEMPORARY CHRISTIAN MUSIC DAY



Annual popular music day on the Free Stage on the second Sunday of the Indiana State Fair.

The Free Stage has hosted Christian music acts such as Matthew West, For King & Country, The Band Anonamus, Digital Age and Jason Castro.

This event is promoted in all Free Stage promotions for Contemporary Christian Music Day that include digital and radio. The Free Stage seating can host up to 5,000 fans for this event!



INDIANA STATE FAIR PARADE TITLE SPONSOR

INDIANA STATE FAIR.
FARMER

On Approximent

The Indiana State Fair crowds line the streets to watch the Daily Parade at 6:30 pm. (except for Tuesdays & Saturdays due to high attendance).

Parade Sponsor can create customer and/or employee incentive promotions for a chance to be one of the 12 "Sponsor Grand Marshals" to lead the parade.

Tractors, floats, community organizations, bands and, of course, the State Fair Queen are all smiles and waves during this half-mile daily parade of fun!









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TICKET OFFICE TITLE SPONSOR



Thousands of admission tickets are purchased at the Indiana State Fair Main Entrance Ticket Office on the highly-traveled 38th Street during the Indiana State Fair's 17 days!

Live Nation estimates that approximately 35% of admission tickets purchased onsite are bought at this Ticket Office (over 100,000).

Sponsor can create turn-key promotion with Ticket Office Staff distribute sponsor's promotional items all 17 days.



TAKEOUT GARDEN

This fun, interactive and educational Take-Out Garden can be found in the large Greenhouse on the north side of the Fairgrounds.

The Takeout Garden is a fun experience for children to have the opportunity to pick their own "food seeds" teaches children the responsibility of growing and nurturing their own food.







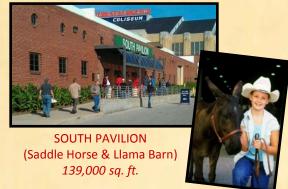


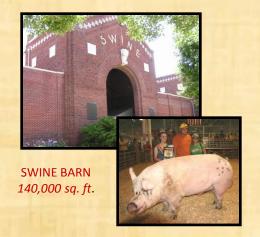
BUILDING TITLE SPONSOR

Option to be exclusive
Building naming rights
sponsor Fair-only or
year-round and participate
with the 4H livestock
competitions!













(Rabbit & Poultry Barn) 31,800 sq. ft.

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LTVE DATION

YOUTH ARENA COMPETITION RING

INDIANA STATE FAIR

The Youth Arena is the newest year-round venue addition to the Indiana State Fairgrounds that opened in July 2013.

Youth Arena becomes the main Livestock Competition Show Ring with its 29,000 sq. ft. of event space with custom designed livestock setup that can maximize seating up to 1,255.





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EXPO HALL TITLE SPONSOR



One of the most-visited buildings year-round and during the Indiana State Fair, this popular 74,000 square foot venue is host to show promoters' events that include auto shows, home shows, concerts and corporate events.



GRAND HALL TITLE SPONSOR



Located in the center of the Fairgrounds across from the newly renovated Indiana Farmers Coliseum, the Grand Hall will host the Indiana Beer & Wine Exhibition. The Grand Hall will continue to be a popular venue for corporate and community events year-round.

The 6,245 sq. ft. Grand Hall is a great venue for small exhibit shows, banquet events, seminars, meetings, and weddings.





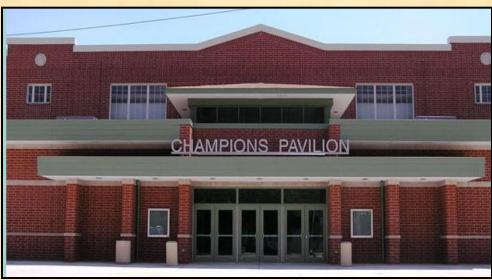
The new Indiana Craft Beer & Wine Garden will be hosted in the Grand Hall during the 2014 Indiana State Fair. See page 3 for more info.

CHAMPIONS PAVILION TITLE SPONSOR



Located in the center of the Fairgrounds next to the Indiana Farmers Coliseum on Main Street, the Champions Pavilion is a high-traffic venue seen by majority of the 2 million-plus visitors to the Fairgrounds year-round.

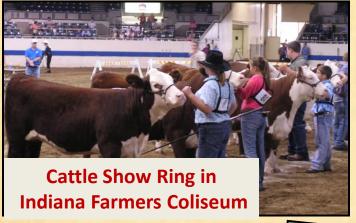
The 65,485 sq. ft, pavilion becomes the Draft Horse Barn





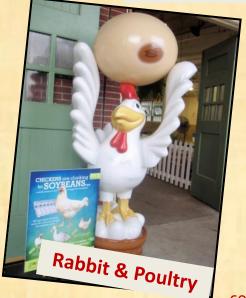
LIVESTOCK SHOW RINGS













HAND WASHING "BARNS"

Turn-key signage & fun health message for this sponsor during the Indiana Fair!

Create fun healthy lifestyle messages on the four bright red Hand Wash Stations for both kids and adults.

This sponsor can sponsor both the Hand Sanitizing Units from previous page and the four Hand Wash Stations shown on this page to create unique presence onsite around the Indiana State Fair!







HOT AIR BALLOON LAUNCH



The Indiana State Fair has hosted this

Giant Hot Air Balloon Launch since 1975.

The 2015 Hot Air Balloon Launch will take place on Friday, August 7th.

Sponsor has the opportunity to promote its products & services to a specific demographic of hot air balloon pilots and enthusiasts....AND brand the hare (lead) balloon!







MACHINERY FIELD TITLE SPONSOR



Machinery Field showcases a diverse line up of ag industry equipment that includes tractors, cow water beds, mini barns, hauling equipment...and apparently a fun photo area as seen at right!

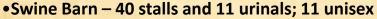
Showcase sponsor with a large display to enhance its statewide marketing and sales efforts....as well as tie in with "Year of the Farmer!"





BATHROOM STALLS AD SIGNAGE

Create unique turn-key promotions with over 650 signs around the 250-acre Indiana State Fairgrounds with Bathroom Stall Signage!



- Champions pavilion 53 stalls
- South pavilion 44 stalls and 23 urinals
- West pavilion 67 stalls and 12 urinals
- Expo Hall 38 stalls and 11 urinals
- •Home & Family Arts 38 stalls and 6 urinals
- Poultry & Rabbit 14 stalls and 4 urinals
- Ag Hort 25 stalls and 7 urinals
- Centennial Hall 52 stalls and 7 urinals
- •4H Exhibit Hall 17 stalls and 7 urinals
- •DNR 7 stalls and 2 urinals
- North side restrooms 63 stalls
- Pioneer restrooms 24 stalls and 4 urinals
- •Farm Bureau Building 19 stalls and 10 urinals
- •Grandstand 92 stalls and 47 urinals
- •Grand Hall 8 stalls and 1 unisex
- Communications Building 41 stalls and 22 urinals
- Monon restrooms 10 stalls and 3 urinals

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DANCE STAGE



One, two, three... KICK! STEP! SPIN! DIP!

For all dance enthusiasts, the Dance Stage has a diverse menu of dancing to entertain Fair guests of all ages.

Fair guests are treated to showcases of hip hop dancing, cloggers, tap dancers, cultural dancers, gymnasts and ballroom professionals that dance their way to good health!

This venue has free entertainment all 17 days of the Fair from 10 am – 10 pm and with every audience seat filled to the max!





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LTVE DATIO

CHEERLEADING COMPETITION

INDIANA STATE FAIR.
FARMER

JUMP - TOSS - SPLIT - FLIP - YELL!

The Title Sponsor of the Cheerleading Competition will be part of <u>one of the Indiana State</u>

Fair's loudest events!

Top cheerleaders from around the state representing over 20 squads who compete in this annual competition at the Hoosier Lottery Grandstand stage.

Awards are given in three categories: Large Varsity, Small Varsity, Junior Varsity and Junior High.



BATON TWIRLING CONTEST



Indiana's best go head to head in the State Championship Baton Twirling Contest.

Hundreds of talented baton twirlers ages 1-17 & over participate each year in over 40 contest categories that include the following: Show estimated, Dance Twirl Teams, Pom Teams, Dance Twirl Pairs, Novice Strut, Costume Modeling, Body Forms all for Beginner, Intermediate, & Advanced Baton.

The sponsor can promote its brand to a targeted active audience of both parents and youth!





VOCAL THROW DOWN

The Indiana State Fair is in its 3rd annual Vocal Throwdown Competition!

This is a fun open singing competition with cash prizes and an opportunity to perform at the Fair. All entries will be submitted on video and the public will vote on the top ten in both divisions.

The Vocal Throwdown sponsor will also be invited to participate on the judges panel.



PERGOLA REST SPOTS



These four beautifully landscaped pergolas on the north side of the Fairgrounds offer the sponsor year-round signage...and a relaxing shaded area for Fair and Fairgrounds visitors to relax! Sponsor will receive year-round permanent signage.



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GO-KARTS!

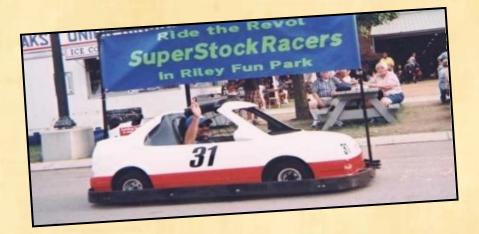


Be a Race Car

Driver for a Day!

Buckle Up and go go go!

This popular Go-Kart track in the Fun Park is a fun destination attracting kids of ALL ages.





STATE FAIR OPEN CLASS CAR SHOW



From the antique to the modern roadster, the Indiana State Fair Car Show is a long-running tradition at the State Fair...be there

on Sunday, August 17th!









HORSE PULLS

These massive horses will be *pulling* patrons into the Hoosier Lottery Grandstand on Tuesday, August 18th!

The sport of Horse Pulling will be on display as the horses pull a record amount of weight in the shortest amount of time!









HARNESS RACING

Make your way to see the Harness Races!

This thrilling experience will offer fans three races at the Hoosier Lottery Grandstand: One on Wednesday, August 19th and two on Thursday, August 20th!



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PROMOTIONAL BOOTH SPONSOR

FARMER

Down Dow AgroSciences

Promotional Booth
Sponsors have the option
to staff their booth all 17
days or any less
consecutive days!

Create interactive consumer promotions to enhance your statewide marketing, branding and sales efforts to over 954,000 consumers





MOBILE TOUR SPONSOR



Have a mobile unit on tour?
Be sure the Indiana State
Fair is one a tour stop!

Mobile tours have had consistent positive results, commonly surpassing their goals and staying a few additional days to continue the success.





Indiana's largest multi-day event!



Over 954,000 consumers expected to attend!

AUGUST 7-23, 2015

Indiana State
Fairgrounds ~ Indiana's
premier event center!



Over 2 million visitors to the Fairgrounds year-round!

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